

Message Text

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ACTION EA-09

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AMEMBASSY TOKYO

UNCLAS OSAKA KOBE 0510

E.O. 11652: N/A
TAGS: BFOL, JA
SUBJECT: INVESTMENT IN U.S.A.: YAMAUCHI RUBBER INDUSTRY CO., LTD.

SUMMARY: YAMAUCHI RUBBER INDUSTRY CO., LTD., OSAKA AND ITS EXPORT AGENT, INABATA & CO., LTD., OSAKA, ARE SEEKING A U.S. PARTNER WHO MAY BE INTERESTED IN ESTABLISHING A JOINT VENTURE IN THE UNITED STATES FOR MANUFACTURE AND SALE OF YAMAUCHI'S PATENTED PRODUCT "TOP BOARD," SYNTHETIC RUBBER CUSHIONING MATERIALS FOR HOT PRESS LAMINATING. DURING AN INITIAL MARKET TEST PERIOD OF A FEW YEARS, THE U.S. PARTNER WOULD BE EXPECTED TO MARKET "TOP BOARD" IN THE UNITED STATES.

COMPANY: YAMAUCHI RUBBER INDUSTRY CO., LTD. IS A MEDIUM-SIZED MANUFACTURER OF VARIOUS KINDS OF SYNTHETIC RUBBER GOODS FOR DOMESTIC AND INDUSTRIAL USES. CAPITALIZED AT US\$500,000 AND STAFFED BY ABOUT 300 EMPLOYEES, ITS HEAD OFFICE IS IN HIRAKATA CITY, OSAKA PREFECTURE, ITS TWO PLANTS ARE LOCATED IN HIRAKATA CITY AND KANUMA, EAST OF TOKYO. ITS 1975 SALES WERE US\$16.67 MILLION INCLUDING US\$1.83 MILLION IN SALES OF "TOP BOARD". IN SEPTEMBER 1975, YAMAUCHI BEGAN TO EXPORT "TOP BOARD" TO THE UNITED STATES. "TOP BOARD" IS PATENTED IN JAPAN, AUSTRALIA, CANADA, ITALY AND SWEDEN AND IS EXPECTED TO BE PATENTED IN THE UNITED STATES.

INABATA & CO., LTD. IS AN OSAKA-BASED GENERAL TRADING
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COMPANY CAPITALIZED AT US\$6.67 MILLION. WITH ABOUT

1,300 EMPLOYEES IT HAS ITS HEAD OFFICE IN OSAKA; OVER 50 DOMESTIC BRANCHES; AND ONE OVERSEAS BRANCH IN SINGAPORE. ITS 1975 SALES WERE US\$500 MILLION. IT ACTS AS EXPORT AND IMPORT AGENT FOR MANY JAPANESE FIRMS, INCLUDING YAMAUCHI RUBBER INDUSTRY CO., LTD.

PROPOSAL: BOTH YAMAUCHI RUBBER INDUSTRY CO., LTD. AND INABATA & CO., LTD. ARE LOOKING FOR A U.S. PARTNER WHO MAY BE INTERESTED IN ESTABLISHING A JOINT VENTURE ON A 50-50 OR 51 (U.S.)-49 BASIS FOR MANUFACTURE AND SALE OF "TOP BOARD" IN THE U.S. MARKET. TO BEGIN WITH, THE JOINT VENTURE WOULD OPERATE A SMALL-SIZED MANUFACTURING PLANT, ABOUT 1,500 SQUARE METERS IN AREA AND ABOUT 500 SQUARE METERS IN FLOOR SPACE, A FEW PRESSES AND OTHER PRODUCTION EQUIPMENT, AND ALL RAW MATERIALS WOULD BE PURCHASED IN AMERICA. DURING AN INITIAL MARKET TEST PERIOD PRIOR TO ESTABLISHMENT OF A JOINT VENTURE, THE U.S. PARTNER WOULD BE EXPECTED TO ACT AS DISTRIBUTOR OF "TOP BOARD" IN THE ENTIRE U.S. MARKET.

CONTACT: INTERESTED FIRMS SHOULD CONTACT:

MR. SUSUMU TAKEMOTO
ASSISTANT MANAGER
PLANNING DIVISION
INABATA & CO., LTD.
51 JUNKEIMACHI-DORI 2-CHOME
MINAMI-KU, OSAKA 542, JAPAN
PHONE: OSAKA (06) 262-1121
CABLE: ATABANI OSAKA
TELEX: 5222114

ACTION REQUESTED: PLEASE REPRODUCE AND DISTRIBUTE THIS TELEGRAM TO ALL STATE AND LOCAL DEVELOPMENT AGENCIES AND INDIVIDUAL FIRMS THAT MIGHT BE INTERESTED.
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Margaret P. Grafeld
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